

MARC COLBARY

PROFESSIONAL SUMMARY

Accomplished digital media prodigy, excelling in planning and executing video production, live broadcast media, post-production editing, quality assurance, and digital asset management. Boosted content creation by 30% and improved asset searchability by 60% for large-scale organizations. Demonstrates exceptional leadership & training skills, driving process optimization and reducing bottlenecks. Leverages cutting-edge tech trends and flexibility to consistently surpass expectations in challenging environments.

EXPERIENCE

Digital Archive Specialist - Digital Asset Management

MAR 2021 - JUL 2024 | Wounded Warrior Project, Jacksonville FL

- Modernized asset management, reducing ingestion time by 40% and re-purposing creative for 100+ monthly social posts
- Increased content creation efficiency 30% integrating new project management system with DAM & establishing production and editing protocols
- Improved asset searchability 60% and reduced editing time 30% through comprehensive digital content strategy

Video Logging Supervisor - Media Asset Management

FEB 2016 - MAY 2019 | PGA TOUR Entertainment, St. Augustine FL

- Ameliorated metadata protocols and training for a team of 7, reducing data entry time by 30 minutes per broadcast, minimizing turnaround time for deliverables
- Implemented advanced monitoring techniques using vector scopes and waveform monitors during 50+ PGA Tour events, ensuring consistent signal quality and reliability while maintaining a 98% QC rate for broadcast delivery
- Engineered a streamlined video ingestion process for field producers, optimizing audio sync and color correction for 1000+ video clips weekly; contributing to the successful delivery of broadcasts that reached 250M viewers

Production Coordinator - Media Traffic

AUG 2009 - JUN 2014 | National Cinemedia, Centennial CO

- Championed the production of 'Firstlook' for 5 years consecutively, a highly recognizable pre-cinematic show viewed by over 725M US consumers annually
- Executed a comprehensive ad trafficking strategy that streamlined the delivery process, achieving a 20% reduction in turnaround time while managing a portfolio of over 1,200 advertisements
- Streamlined the content curation process by creating a centralized digital repository for 50,000+ digital assets, which facilitated quicker access and reduced project turnaround times, positively impacting team efficiency and distribution

CONTACT

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✉ MColbary@iCloud.com

SKILLS

- Adobe Creative Suite
- Compression & Codecs
- Encoding & Transcoding
- DAM Platforms
- Video Hosting Solutions
- Project Management Software
- Production Workflows
- AI & Automation
- Audio, Video & Photo Editing
- CMS/Web Content
- Analytics/Data Mining
- CRM & SEO

EDUCATION

Bachelor of Science,
Entertainment Business
Associate of Science,
Recording Arts
Full Sail University
Waterpark, FL

CERTIFICATIONS

- Career Essentials in Generative AI by Microsoft and LinkedIn
- Essentials in Project Management by Microsoft and LinkedIn
- Essential Skills in Photoshop by Adobe
- Essential Skills in Premiere Pro by Adobe

LINKS

- LinkedIn:
www.linkedin.com/in/mcolbary
- YouTube:
www.youtube.com/@MColbary1